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Monroe High School DECA Students Compete at Internationals!

Monroe, WA – Four Monroe High School DECA students are competing this week in Tennessee at the DECA International Career Development Conference.

Iris Mendez, Kiriko Anthony, Simon Hayashi and Kyle de la Fuente headed south this week to join others from around the nation to compete. DECA is a nearly 70-year old organization which helps high school and college students prepare for careers in marketing, finance, hospitality and management.

The team of Mendez and Anthony achieved Gold-level Re-certification in the School-based Enterprise Event. Both girls are seniors who have been involved in DECA since their sophomore years. This is their second year competing together, but their first year making it to nationals.

"I'm really excited to get the chance to go," said Mendez, daughter of Javier Mendez and Estela Pacheco. "I've never been to Tennessee and it's a really great opportunity the school is giving us."

Mendez and Anthony run the school's Market, where marketing students sell clothes and other items. "We have a little station in the school and have mobile places at football and basketball games," explained Anthony, daughter of Krista and Shane Anthony. "The store is completely run by students."

Simon Hayashi, son of Robyn and Lance Hayashi, placed 4th in the Personal Financial Literacy Event and Kyle de la Fuente, son of Karen and George de la Fuente, placed 6th in the Creative Marketing Project Event. De la Fuente's project was focused around how to increase enrollment and involvement in the school's DECA chapter. He came up with three recommendations.

"The first one was to use more social media to reach all our DECA members," de la Fuente explained. "The second was to increase communication with the other club officers so our events don't conflict with theirs, and third was to start focusing on member recognition."

De la Fuente is very passionate about DECA. "I love it," he said. "It has changed the way I thought about my future. I want to go into film, but now I also want to go into marketing. I'm thinking more about focusing on the business of entertainment."

